

Tech Conference Speaking:



Abstracts & CFPs & Organisation

Oh My

About me

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vmbrasseur



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Slides

<https://archive.org/details/20171222-speakertraining>



Resources

https://github.com/vmbrasseur/Public_Speaking



Community

[#public_speaking](#) on Freenode

TOC

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3. Intermission
4. Finding conferences & CFPs
5. Tracking/organising conferences & CFPs
6. Organising proposals, presentations, & related materials
7. Rejection 🥲



Please hold questions for
slides which look like this.



Audience

AUDIENCE IS KEY!

It's about value to the audience

The audience chooses
based on your abstract

No, your talk is not
"for everyone"
(probably)

How to learn about the audience

Conference organisers

Sponsorship prospectus

Past editions of the event

What to look at when learning about the audience

- *Role at the company/project*
- *Experience level*
- *Spoken language*
- *Recent challenges or developments in their area*



Questions about audience?



Characteristics of a good talk abstract

Succinct

Complete

Accurate

Applicable

Well-founded

ALWAYS LIST AUDIENCE TAKE- AWAYS

“By the end of this talk audience members will be able to...”

Description vs. Abstract

Abstract: Full details

Description: Elevator pitch



Questions about the characteristics of a good abstract?



Writing a good talk abstract

A proposal framework

1. Introductory paragraph (a couple sentences)
2. Detail paragraph
3. Bulleted list of audience takeaways
 - "By the end of this talk audience members will be able to..."
4. Supporting/closing paragraph (if needed)

Experienced free and open source contributors take a lot of terms and concepts for granted, but these things are a foreign language to first time contributors.

While each project has its own special terminology and concepts, this talk will introduce the ones most commonly found in all types of free and open source projects. This will help newcomers to FOSS feel more welcome and comfortable, giving them a better chance at a successful contribution.

This talk will introduce:

- * The different ways to contribute (it's not all about the code)
- * Common files and what to do with them
- * Contributor License Agreement/Developer Certificate of Origin
- * Issue tracking
- * Common communication routes
- * Common project and community roles

By the end of this talk new contributors should feel much more comfortable navigating free and open source projects, feeling more like a native than a tourist.

Target directly at
that **specific** audience

Never do a sales pitch

Rarely a need for bona fides

"Scooby is a core contributor on 87 different projects and really knows what they're talking about."

Address a problem

→ *DON'T*

→ "This talk will introduce you to the new framework."

→ *DO*

→ "This talk will tell you how to troubleshoot that problem and suggest possible solutions."

Keep it brief

Bullet points are your friend

→ Easy

→ To

→ Skim

Use an informative & snappy title

Good titles (from 2017 North Bay Python)

- *Loop better: a deeper look at iteration in Python* by Trey Hunner
- *Stumbling Through Django and How Not To* by Melanie Crutchfield
- *Call C code quickly and compatibly with CFFI* by Zack Voase
- *Nutshell in a Python: Adapting patterns from shell scripts* by Brett Smith
- *5 Leadership Skills Every Engineer Needs* by Kathleen Vignos

Bad titles (no naming, no shaming)

- *They're Watching You*
- *Open Panel Forum*
- *How to train your HAL 9000*
- *Devices & Appliances*

Examples of good abstracts

Loop better: a deeper look at iteration in Python by Trey Hunner

What's the difference between an iterable, an iterator, and a generator? Do you know how to create infinitely long iterables? Come to this talk to learn some of Python's slightly more advanced looping techniques.

Iterables are a very big deal in Python and they became even more important in Python 3. There's quite a bit beyond the basics when it comes to loops and looping in Python. Let's learn some of Python's slightly more advanced looping techniques!

In this session, we'll take a step back and learn about how looping actually works in Python. We'll then learn about a number of Python looping techniques that you've probably overlooked.

We'll learn about the difference between sequences, iterables, and iterators. We'll also reveal the iterator protocol that powers `for` loops in Python.

After we learn the basics, we'll learn some techniques for working with infinite iterables, generators, and generator expressions.

Attendees will walk away from this session with specific actionable recommendations for refactoring their own code as well as a wealth of new topics to look deeper into after the session.

Stumbling Through Django and How Not To by Melanie Crutchfield

If you're a beginner about to embark on a new Django project adventure, this talk is for you.

When I started my first Django project, I took the "Sure, I think I can figure that out" approach, which is fun! And also dangerous. But exciting! And also horrible because I caused myself a lot of trouble and barfed on my keyboard. (Metaphorically.) Oops.

My hope for this talk is to pass along lessons I learned the hard way, and save the world. Or at least prevent some frustration. :)

We'll talk about:

- version control
- structuring your project
- and how to handle top secret stuff.

We'll also talk about:

- throwing house parties without causing anaphylaxis
- pregnant daddy seahorses
- velociraptors
- and friends.

I promise all of that is related to Django.




Questions about writing abstracts?

INTERMISSION




Finding conferences and CFPs



LANYRD
2010-2017
REST IN PEACE

www.tombstonebuilder.com



TECHNICALLY SPEAKING
2014-2017
REST IN PEACE?

www.tombstonebuilder.com

Alas, it's a very manual process

opensource.com Events Calendar

<https://opensource.com/resources/conferences-and-events-monthly>

Papercall.io

@CallbackWomen

Your communities
(including other speakers)

And don't forget about local meetups!



Questions about finding conferences?



Tracking and organising conferences & CFPs

The situation with devrel/dev advocate software tools...

...is pretty grim.

EvMan

- Open source (Apache v2.0)
- Hosted service available
- Shared across the team
- Track speaker images, bios, calendars
- Next to no documentation
- *I would not recommend it*

What do you need in a tracking tool?

- Conference info
 - Conference dates
 - Conference location
 - CFP deadline
 - Link for more information (or to the CFP)
- Share across a team
- Perhaps even track what proposals were submitted & by whom
- Free (or easy to convince purchasing to approve)

Researching

Monktoberfest 2018

Write the Docs 2018

OSSEU 2018

OSSNA 2018

Open Source Systems

LibreCon

Small Business Institute

Startup Grind

Small Business Summit

Small Business Expo

Add a card...

CFPing

LFNW 2018

Open Source Leadership Summit

OSCON 2018

Add a card...

Book Hotel

OS 101

Lead Dev Austin

FOSDEM Dev Rooms

Red Hat Summit

PyCon 2018

LibrePlanet

SCALE16x

Add a card...

Book Travel

Add a card...

Done

LISA

SeaC

Veloc

OSE

All TH

Open

/dev/

PyCo

Peer

SCA

OSC

Open

Add a

A tool doesn't matter
if the process **stinks**



Questions about tracking and organising conferences and CFPs?



Organising proposals, presentations, & related materials

What do you do
with
all that stuff?

How do you
keep it **safe**
and
easy to find?

While still
enabling
collaboration?



Presentations

☆ Star

1

🔗 Fork

0

SSH git@gitlab.com:vmbrasseur/Pres

📄

📁

+

🔔 Global

Files (1.2 GB)

Commits (613)

Branch (1)

Tags (0)

Readme

Add Changelog

Add License

Add Contribution guide

Set up CI

master



Presentations /

+

History

Find file

📄

 **Proposals & Bio for Open Source 101** 304326bd 

VM Brasseur committed 2 weeks ago

Name	Last commit	Last update
📁 2011	Adding a README	a year ago
📁 2012	Moved from Writing repo	a year ago
📁 2013	Moved from Writing repo	a year ago
📁 2014	Moved from Writing repo	a year ago
📁 2015	Moved from Writing repo	a year ago
📁 2016	Final edits + PDF export	a year ago
📁 2017	Update PDF exports	2 weeks ago
📁 2018/Proposals	Proposals & Bio for Open Source 101	2 weeks ago
📁 Bios	Proposals & Bio for Open Source 101	2 weeks ago
📄 .gitignore	Moved from Writing repo	a year ago
📄 README	Moved from Writing repo	a year ago
📄 README.md	Add a README	a year ago

📄 README.md

Presentations I've done over the years.

master


Presentations / 2017 /

+

Lock

History

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Update PDF exports
VM Brasseur committed 2 weeks ago

210b5f94

Name	Last commit	Last update
..		
ATO/drivethru	ATO slides	a month ago
ConFoo	Slides for upload	9 months ago
DevWorld/speakertraining	Exports	3 months ago
FLOSS-UK/keynote	Exported slides	9 months ago
LCA	Add PDF	11 months ago
LISA	Add a note that comments are not welcome	a month ago
NBP/speakertraining	Update PDF exports	2 weeks ago
OREILLY	Copy a bunch of files	8 months ago
OSCON/succession_planning	OSCON slide PDFs	7 months ago
OPEN/EMERGINGMARKET	Final changes and PDF exports	3 months ago
OSSNA/drivethru	Remove stuff after practice	3 months ago
OpenWest	Final for OpenWest	5 months ago
PDXDevOps/Failure	Slide exports	7 months ago
PDX_LINUX/businessofcommunity	Rename directory	11 months ago
PeersConf/management	Add no comments to Q&A speaker notes	7 months ago
Proposals	Proposal for the Symphony Foundation event	3 months ago
PyConAU	Add credits formatting	4 months ago
SCaLE/succession_planning	Slides to upload to IA	9 months ago
SeaGL	Files for the 2017 party	2 months ago
Velocity/Velocity/orienteering	Copy Velocity files over	2 months ago
WtDPDX/IA	Updates for WtD PDX presentation	6 months ago

Question:
What should you commit to the repo?

Answer: EVERYTHING

- Presentation files
- Example code
- Images used in the presentation
- Video/audio (if your provider allows it)
- Everything

YES, even images

master

Presentations / 2017 / Velocity / orienteering / images /


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Download ▾



Copy Velocity files over
VM Brasseur committed 2 months ago

45f68012



Name	Last commit	Last update
..		
 CC.BY Boring Meeting by MrBigCity on Flickr.jpg	Copy Velocity files over	2 months ago
 CC.BY Girl Scout Day Camp by Peter and Joyce Grace ...	Copy Velocity files over	2 months ago
 CC.BY Girl Scouts, circa 1940s_by Seattle Municipal Ar...	Copy Velocity files over	2 months ago
 CC.BY Girls Hiking in Aspens Mosca Pass by Great San...	Copy Velocity files over	2 months ago
 CC.BY IMG_0714 by Nicola on Flickr.jpg	Copy Velocity files over	2 months ago
 CC.BY Roslyn_cat by ocean yamaha on Flickr.jpg	Copy Velocity files over	2 months ago
 CC.BY Welcome by garryknight on Flickr.jpg	Copy Velocity files over	2 months ago
 CC.BY Youths from a Soul River Inc deployment to the ...	Copy Velocity files over	2 months ago
 CC.BY daddy and the girls by Anatahea Utley on Flickr....	Copy Velocity files over	2 months ago
 CC.BY lily the trail blazer by Alison Squiers Photograph...	Copy Velocity files over	2 months ago
 CC BY-Compass by Maxim Kulikov-The Noun Project	Copy Velocity files over	2 months ago

And don't forget to commit your
proposals

master ▾


Presentations / 2017 / Proposals / + ▾

Lock

History

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📄 ▾



Proposal for the Symphony Foundation event
VM Brasseur committed 3 months ago

598bc8ff 📄

Name	Last commit	Last update
..		
📄 ato-bizofcommunity.txt	ATO 2017 stuff	8 months ago
📄 ato-drivethru.txt	ATO 2017 stuff	8 months ago
📄 ato-fail.txt	ATO 2017 stuff	8 months ago
📄 ato-successionplanning.txt	ATO 2017 stuff	8 months ago
📄 cls-privilege.txt	Meh. I guess it'll do	10 months ago
📄 cls-winning.txt	First draft of Winning CLS keynote proposal	10 months ago
📄 confoomontreal-bizofcommunity.txt	ConFoo proposals & Bio	a year ago
📄 confoomontreal-mgmt.txt	ConFoo proposals & Bio	a year ago
📄 confoomontreal-remote.txt	ConFoo proposals & Bio	a year ago
📄 devxcon-bizofcommunity.txt	Add proposals & bios for DevxCon & OpenW...	8 months ago
📄 devxcon-drivethru.txt	Add proposals & bios for DevxCon & OpenW...	8 months ago
📄 devxcon-successionplanning.txt	Add proposals & bios for DevxCon & OpenW...	8 months ago

TITLE:

The Business of Community

DESCRIPTION:

In this talk, I'll look at community from a business perspective, including the effect community can have on an organisation's bottom line. Although there are communities everywhere, I'll approach the topic—meaning, communities, their members, and their contributors—from a free/open source perspective. |

TITLE:

The Business of Community

DESCRIPTION:

In this talk, I'll look at community from a business perspective, including the effect community can have on an organisation's bottom line. Although there are communities everywhere, I'll approach the topic—meaning, communities, their members, and their contributors—from a free/open source perspective.

ABSTRACT:

While community management and developer relations are gaining acceptance, many companies still don't know how these efforts can benefit not only the communities of the open source projects on which their business relies but also their productivity and profitability.

In this talk, I'll look at community from a business perspective, including the effect community can have on an organisation's bottom line. Although there are communities everywhere, I'll approach the topic—meaning, communities, their members, and their contributors—from a free/open source perspective.

In this talk I'll cover:

- * Business reasons for supporting a community
- * Metrics for gauging community management success from the business' perspective
- * Getting started in community management
- * Risks of community management

TAKEAWAY:

The audience will learn:

- * Business reasons for supporting a community
- * Metrics for gauging community management success from the business' perspective
- * Getting started in community management
- * Risks of community management

master



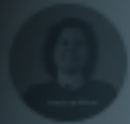
Presentations / Bios /



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History

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Proposals & Bio for Open Source 101

VM Brasseur committed 2 weeks ago

304326bd



Name

Last commit

Last update

Oh, and your bios, too

ato2016.txt

Add ATO bio

a year ago

ato2017.txt

ATO 2017 stuff

8 months ago

codeland2018.txt

Add Codeland 2018 files

a month ago

confoo2018.txt

Add ConFoo Montreal proposals & bio

3 months ago

confoomontreal2017.txt

ConFoo proposals & Bio

a year ago

YMMV



Questions about organising proposals,
presentations, and related materials?

Rejection



💭 86 proposals submitted in 2017

🤔 22 accepted

💔 That's a 25% acceptance rate

☁️ Proposed to 22 events in 2017

🤔 Spoke at 18 events in 2017

💕 That's an 82% acceptance rate

"...reacted to a negative interaction...
six times more strongly
than they reacted
to a positive interaction..."

<https://hbr.org/2013/03/the-delicate-art-of-giving-fee>

Change the story

Not: "Drat, I had 4 talks rejected from SomeConf."

But: "Hey, I got a talk accepted! I'll be speaking at SomeConf!"

You're more likely to score
with more shots on goal

Don't limit yourself to only one proposal per
conference.

Submit as many as you wish (or as many as the
conference will allow, if they set a max)

#speakerlife

So **why** are your talks being rejected,
anyway?

Limited number of talks for each
speaker

Multiple proposals on a similar topic


Programme evolves to have other needs

Topic is good but targeted at the wrong
audience



It's just a bad proposal

You Won't Know
If You Don't Ask
For Feedback



Questions about rejection?



Wrapping up

Slides

<https://archive.org/details/20171222-speakertraining>



Resources

https://github.com/vmbrasseur/Public_Speaking



Community

[#public_speaking](#) on Freenode